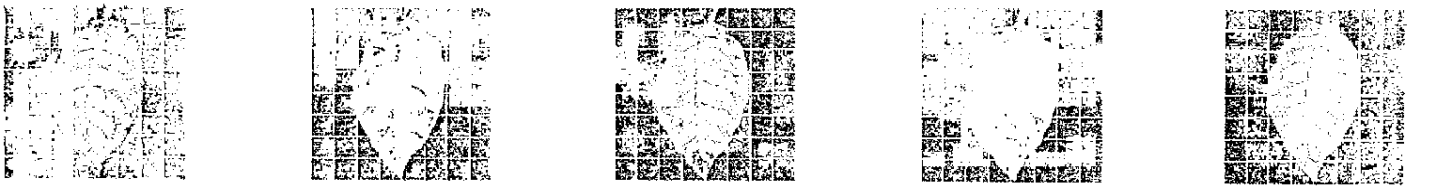

Tobacco
Institute
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JAN - 6 1996
J.F. WHIDBY

January 3, 1997

Ms. Brenda T. Hodge
Dr. S. T. Jones
Dr. John H. Lauterbach
Dr. J. F. Whidby
Dr. John D. Woods
Mr. Robert S. Pless

Addressees:

I am enclosing TITL's Tar, Nicotine, and CO draft report for Market Sample Thirty-nine. The period of the pickup was from January 9 to February 11, 1996.

Company results, brand ranking, and butt lengths appear as appendices to the report. The ranking and rounding were done from the original calculations using at least four decimal places. If ties still existed, they were broken using standard deviations, and if necessary, alphabetically. All number rounding for the reported values was done using the original calculations. If rounding is done using the reported data, which has already been rounded once, then values may occasionally be different from those listed in the "Rounded Test Results" section.

Included are files of TITL results on a 1.4Mb, 3 ½ inch disk, readable on an IBM compatible machine. Two of the files are in Lotus ".wk1" format: one contains TPM, Water, and Puff Counts in addition to Tar, Nicotine, and CO; the other contains the rounded Tar, Nicotine, and CO values. These should be readable by most spreadsheet programs; however, the same information is also provided in ASCII files (with a ".csv" extension) with

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commas delimiting the data fields. For those having Microsoft's Excel, a ".xls" file is also provided containing contents of both files as worksheets.

Yours truly,

William L. Steele

Enclosures(2)

xc: M.J. McGraw w/o enclosures
Ronald S. Milstein, Esq.
David H. Remes w/o disk

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